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Open for Business

Atlantic Station Touts Phase 1 Progress

The largest brownfield redevelopment in the United States has been called a "national model for smart growth and new urbanism."



Residential units at Atlantic Station

Atlanta's new "smart growth" model for commercial reuse of a contaminated urban property is officially open for business. A ribbon cutting ceremony last April signaled the partial completion of Phase 1 of Atlantic Station, a 12 million sq. ft. mixed-use project under development in Midtown Atlanta.

Atlantic Station is a 140-acre environmental redevelopment of the former Atlantic Steel Mill. It has been described as "a town inside a metropolis." When completed, the brownfield reclamation project will include 3,000-5,000 residential units, 6 million sq. ft. of office space, 1.4 million sq. ft. of retail and entertainment

space, and 1,000 hotel rooms.

The new community is located on the site of a former steel mill that operated for nearly 100 years. Under the oversight of the Georgia Environmental Protection Division, the contaminated site areas were either cleaned up or capped with site barriers to prevent future residential contact with contaminated soils. The Agency for Toxic Substances and Disease Registry (ATSDR) conducted a site visit to verify site



A 23-story office tower is anchored by SouthTrust Bank.

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Special points of interest:

- *Atlantic Station* raises the bar for brownfield reclamation projects
- *Regional governments pool resources to meet brownfields challenges*
- *Meet us in St. Louis for Brownfields 2004: Gateway to Revitalization*
- *Check out our all new web site for much new and useful information*

Atlantic Station (cont.)

conditions. After reviewing data collected from soil sampling, air monitoring and other information, ATSDR concluded that there was no apparent public health hazard and, therefore, no environmental impediment to redevelopment.

A pivotal Phase 1 event, signaling launch of the new development, was the opening of the multimodal 17th Street Bridge on April 1, 2004. The Bridge, which connects Atlantic Station to Midtown Atlanta, was officially opened last spring. Spanning across I-75 and I-85, the 17th Street Bridge re-connects Midtown Atlanta, east to west. On June 30th, the 17th Street Extension was opened. The Extension completes a connection from Northside Drive to Peachtree Street, making 17th Street open throughout the entire development.

“From the beginning, Atlantic Station has been about connectivity—connecting neighborhoods separated for almost a century first by a steel mill, then by the current 21-lane highway,” said developer Jim Jacoby, chairman of Atlantic Station, L.L.C. In addition to the 17th Street Bridge, two rail stations afford easy access to Midtown. To promote mass transit use, Atlantic Station will operate a shuttle system to the nearest MARTA station to match the existing MARTA schedule. The Bridge will also be open to bicycle and pedestrian traffic.

Another milestone marking Atlantic Station’s Phase 1 Development was the opening of the SouthTrust Towers. The 23-story building is the first skyscraper in Atlanta west of the Downtown Connector and north of 14th Street. SouthTrust Bank has moved its Atlanta headquarters to the new building. SouthTrust, a regional bank holding company, has leased 95,000 sq. ft. of space. Approximately 300 SouthTrust employees will occupy the first five floors

of the building.

Anchoring Atlantic Station’s retail



The 17th Street Bridge re-connects Atlanta, east to west.

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Jim Jacoby, Atlantic Station, L.L.C.

business component is Dillard’s new fashion-oriented flagship store. It will be the first department store built in downtown Atlanta in 50 years. “Dillard’s represents a wonderful addition to Atlanta,” said Atlanta Mayor Shirley Franklin. “This announcement of the first major retail store to open in the downtown area in recent history is proof positive that Atlantic Station is a national model for smart growth and retail innovation.”

The three-level 225,000 sq. ft. department store complex will house a 16-screen cinema with some 4,000 seats. Other committed retail and restaurant tenants include IKEA home furnishings, Pier 1 Imports, Victoria’s Secret, FOX Sports Grill, Publix Super Mar-

ket, and a host of other familiar names.

Phase 1 of Atlantic Station is scheduled for completion by early 2005. The Jacoby Development Corporation paid \$76 million to purchase the property in 1999 and spent \$25 million to clean up the site, according to Jim Jacoby.

More Atlantic Station Facts

- Largest urban brownfield development in the U.S.
- \$2 billion in new construction
- 11 acres of public parks
- Amenities include: a two-acre lake, green space for picnics, an amphitheater for small outdoor concerts
- A joint development between the Atlanta-based Jacoby Development Corp. and AIG Global Real Estate Investment Corp.



The old Atlantic Steel Mill that operated nearly 100 years on the Atlantic Station site.

Saving Georgia's Sea Turtles



Saving the sea turtles has long been a major concern of Georgia conservationists. Sea turtles have existed unchanged for more than 100 million years, but most of us have never seen one. Female sea turtles come to shore specifically to lay their eggs, but males never return unless injured.

There are thousands of sea turtles requiring medical care and rehabilitation, resulting in an overpopulation of existing treatment facilities. This year, in the month of May alone, more than 70 sea turtles washed up on Georgia's beaches. Lacking a rehabilitation center in the state, injured sea turtles have to be transported to Florida. That is, if Florida has room for them.

Florida has 15 treatment facilities, but they are not always able to accommodate Georgia's needs. Neither are North Carolina and South Carolina, which have one facility each.

Public awareness of the plight of Georgia's sea turtles could change soon with the proposed Jekyll Island Sea Turtle Center, a much-anticipated medical treatment and rehabilitation facility for the endangered species. Project planners are one step closer to the realization of their goals with recent funding

made available through EPA's Targeted Brownfields Assessment (TBA) program.

Sea turtles have existed unchanged for more than 100 million years, but most of us have never seen one.

Under the TBA program, EPA provides funding and/or technical assistance for environmental assessments at brownfields sites throughout the country. TBA funding, in the amount of \$82,000, will be used to conduct Phase 1 and Phase 2 environmental site investigations on the Jekyll Island property, formerly a coal-fired power generating plant. Environmental concerns include mercury and other metals found in ash, lead and chromium associated with wall paint, and acid drainage from battery storage on a concrete pad.

The Jekyll Island Sea Turtle Center will combine elements of conservation, historic preservation and public education. Students from across the state and the eleven-county coastal zone will

have an opportunity to learn first hand about marine science and sea turtle conservation, as well as the history of Jekyll Island.

Jekyll Island, the sixth largest of Georgia's barrier islands, is surrounded by the Atlantic Ocean and the Intercoastal Waterway. It is a land replete with live oaks, Spanish moss, wildlife, and natural flora. Sixty-five percent of the island remains undeveloped, protected by a Georgia land preservation law.

The land reuse proposal was developed by the Jekyll Island Foundation, the Jekyll Island Authority, the Wildlife Conservation Society at St. Catherines Island, and the Georgia Department of Natural Resources (Coastal Resources and Wildlife Resources Division). The TBA will be administered by the State of Georgia.



Regional Planning Councils "Take On" Brownfields



Ron Townley, Land-of-Sky Project Manager, examines a geoprobe soil sample at a landfill site.

In an increasing number of jurisdictions throughout the nation, county and local governments are working together through intergovernmental councils to develop a regional approach to brownfield solutions. These Regional Planning Councils have some distinct advantages. Through better management of their collective resources, participants are able to implement a collaborative, region-wide process for identifying and prioritizing brownfields for cleanup and future development.

Regional Councils promote cooperation between state and local governments and their respective constituents in private and civic organizations toward the realization of mutually shared environmental and development goals. Developing successful strategies for revitalizing decaying neighborhoods, stimulating economic growth, and creating new employment opportunities are among the Councils' primary goals for build-

ing communities.

The Land-of-Sky Regional Council in North Carolina is utilizing some exciting and innovative tools to address environmental issues in the region, including technical and financial assistance to local governments and potential brownfields property owners. Additionally, they have been successful in removing certain barriers to the redevelopment of brownfields properties by assisting property owners in obtaining liability protection when merited.

A multi-county local government planning and development organization, Land-of-Sky is one of 18 such organizations in the state. It serves a region that includes the counties of Buncombe, Henderson, Madison and Transylvania. The region is characterized by a mixture of isolated rural areas, small towns, urban communities, and rapidly growing suburban or "fringe city" areas, with a combined population of 344,472. In its mission statement, Land-of-Sky Regional Council commits to "work with local governments, the Region's leadership and state and

federal agencies to foster desirable social, economic, cultural and ecological conditions" in the counties served.

Regional Councils lend a "competitive advantage" to small and rural communities that find themselves vying with large cities for limited state and federal funding, said Ron Townley, Project Manager for Land-of-Sky. By pooling their expertise and resources in the largely Appalachian region, local governments unable to underwrite new initiatives can pursue state and federal grants to address critical environmental issues, he explained.

Through its Regional Brownfields Initiative (RBI)—a partnership of economic developers, local officials, bank-

ers, environmental planners, realtors and community members—the Council has assumed an active role in brownfields redevelopment.

The RBI is an outgrowth of a Brownfields workshop hosted by the Council at a local convention center. A follow-up survey indicated a preference among participants for processing Brownfields

Regional Councils lend a "competitive advantage" to rural communities vying with large cities for limited state and federal funding.



Ron Townley discusses brownfields redevelopment at a Fletcher Planning Board meeting.

Land-of-Sky's Collaborative Approach



The Town of Fletcher partnered with Land-of-Sky's Regional Brownfields Initiative to redevelop an abandoned lumber treatment facility into a new Town Hall - the cornerstone of the future "Heart of Fletcher" district.

grant applications through the regional council. The Brownfields Initiative crosses jurisdictional boundaries to forge multiple and diverse partnerships that will serve the region on a long-term basis.

Land-of-Sky's RBI is guided by their Brownfields Advisory Group. Members of the Advisory Group are local officials, community organizations, business owners, and regulatory and legal experts, among others. The Advisory Group identifies properties with possible contamination that have good redevelopment potential. Besides site selection, five workgroups select and oversee the work of consultants and a financial manager, and conduct an education and outreach program.

In its initial proposal to the U.S. Environmental Protection Agency, two areas were targeted for Brownfields assessment grant applications. One area, the French Broad Riverfront adjacent to downtown Asheville, borders neighborhoods with the highest poverty rates and lowest median family incomes in Buncombe County. The other, an abandoned lumber treatment facility in the Town of Fletcher, is slated to become the new town center and central business district. Land-of-Sky was awarded two new assessment

grants of \$200,000 each in 2004, and revolving loan fund grants totaling one million dollars. Townley credits the cohesiveness that permeates the Council's Brownfields

The Regional Brownfields Initiative crosses jurisdictional boundaries to forge multiple and diverse partnerships.

work groups with recent remediation successes. He points proudly to progress on five initial sites adopted for initial grants. Working together through the Council, "we can process multiple sites simultaneously," he said. And that's a decided advantage.

Ron Townley can be reached at (828) 251-6622.



Educating the public: Brownfields Consultant Kathy Webb demonstrates the use of analytical equipment to local elementary school students.

Diverse Stakeholders Gather to Discuss Redevelopment

In August, state officials, bankers, consultants, attorneys, federal agency partners and developers attended Region 4's first "Workshop on Redevelopment of Contaminated Properties." EPA has expanded its partnership role, built on the success of the Brownfields effort, to promote reuse of properties at Superfund, RCRA, Underground Storage Tank, and Federal Facilities sites. The Workshop, held at Sam Nunn Atlanta Federal Center, drew over 180 participants.



Matt Robbins, Regional Land Reuse/Revitalization Coordinator, opened the conference.



Crinu Baila of Marsh Environmental Practice juxtaposed assets and risks.



An audience of bankers, developers, public officials and other stakeholders listened attentively to morning panels and participated in afternoon workshops.



Coordinator Matt Robbins took a brief time out to review conference proceedings with Region 4 Waste Management Director Winston Smith and Brownfields Section Chief Phil Vorsatz.



Marketing their wares: The Town of Ware Shoals set up a booth to acquaint prospective investors with redevelopment opportunities in their town.



Dr. Hilburn Hillestad of Atlantic Station at Developers' Breakout.



Jane Bolin discussed financing opportunities with Wachovia Bank.



(L-R) Phil Vorsatz, EPA; John Perry, HUD; and Ed Springer, EPA discussed grant opportunities.

Nashville Launches New Riverfront Revitalization Project

A prominent group of public officials and other community advocates recently celebrated the award of \$1.5 million in EPA Brownfields grant funding to four communities in the State of Tennessee. Nine hundred thousand of the grant dollars has been allocated to the Metropolitan Development and Housing Agency (MDHA) in Nashville in assessment, cleanup, and revolving fund grants.

A top redevelopment priority on the City's riverfront is the Rolling Hill Mill site. City planners have been exploring the redevelopment potential of Rolling Hill Mill for more than a decade. The 34-acre site is located along a bluff overlooking the Cumberland River in downtown Nashville. The area targeted for the Nashville Riverfront Brownfields Revitalization Project has historically been a location for commercial and industrial facilities. More recently, it housed the city's old General Hospital.

The immediate and surrounding areas are characterized by low to moderate-income housing. More than half of the residents live below the poverty level and three-fourths are minorities. Three low-income housing developments in the area are located in close proximity to several old industrial brownfield sites.

Initial assessments of the old General Hospital building indicated petroleum-related contamination, along with some

minor barium and lead contamination. Cleanup of the site will pave the way for a \$250 million mixed-use residential and retail development.

"The redevelopment of the Rolling Mill



EPA Deputy Administrator Stephen L. Johnson presents a \$1.5 million Brownfields check to (l-r) Commissioner Betsy Child, Nashville Mayor Bill Purcell, Nashville Metropolitan Development and Housing Board Chairman Chase Cole, and Cookeville Mayor Chuck Womack.

"These grants are the engines for turning neighborhood eyesores into community assets, restoring hope and creating opportunity for people who live nearby."
— Stephen Johnson, EPA Deputy Admin.

Hill site builds on our efforts to create new opportunities for housing and development along the Cumberland River," said Nashville Mayor Bill Purcell. "The funds secured through the brownfields grant program will further enable the city to work toward attracting new investment."

Chase Cole, MDHA Board Chairman, recognized the role of federal and state governments as "great partners in our efforts to redevelop Rolling Mill Hill and other brownfield sites throughout the city." MDHA will oversee the Nashville brownfields redevelopment projects.

"These grants are the engines for turning neighborhood eyesores into community assets, restoring hope and creating opportunity for the people who live nearby," said Stephen L. Johnson, EPA Deputy Administrator. "Every acre of reclaimed brownfields saves 4.5 acres of greenspace, and every greenspace created, on average, has doubled the value of surrounding properties," he observed.

The riverfront area boasts many assets that support its revitalization potential. Excellent views are buttressed by easy access to transportation via the Interstate and the river. It is conveniently located close to Nashville's central business and entertainment districts, restaurants, and major league sports venues.

Grant monies will be used specifically for an assessment of hazardous waste and petroleum contamination on the riverfront and cleanup of the old General Hospital site.

Cookeville, Knox County and Lenoir City also received grants to aid their redevelopment efforts.



Brian Holtzclaw Joins Brownfields Team

Brian Holtzclaw, a 16-year EPA environmental engineer, was recently assigned to Region 4's Brownfields Program as a Project Manager and Revitalization Coordinator.

Brian brings a wealth of environmental protection experience to the program. His diverse portfolio includes state and government positions, as well as work in the private sector and non-profit organizations. In his new title, he applies his technical skills to the overarching programs of Revitalization/Reuse,



EPA REGION 4

Region 4 Brownfields Program
61 Forsyth Street
10th Floor
Atlanta, Georgia 30303

(404) 562-8661
Fax: (404) 562-9964

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Newsletter Comments and Suggestions

Contact: Barbara W. Miles, Editor
(404) 562-8680 Email: miles.barbaraw@epa.gov

Brian Holtzclaw (cont.)

Community Involvement, and Environmental Justice (EJ).

Wearing another hat, Brian heads up a national multi-federal agency task force that promotes a collaborative approach among communities, industry, and government agencies in addressing revitalization and EJ issues. In addition to his Brownfields duties, Brian serves on the Community Involvement and Cross-Divisional Environmental Justice teams in EPA Region 4. He also manages a Children's Health Project grant and provides support on EJ matters to community involvement coordinators.

Prior to his EPA employment, Brian worked at Union Carbide improving product/process quality, and ran his own engineering consulting company. For over 15 years he has served on panels that evaluate, rank and make recommendations on grant proposals.

MEET US IN ST. LOUIS

Brownfields 2004: Gateway to Revitalization

**September 20-22, 2004
America's Center
St. Louis, Missouri**

Now in its 9th year, the national brownfields conference is the premier annual forum where stakeholders and decision-makers come together for three full days of timely, informative, and interactive educational programming; networking connections; and brownfields development opportunities.

Who should attend?

Brownfields 2004 will appeal to everyone interested in the revitalization and redevelopment of their local communities, from environmentalists and public officials to prospective investors and

community residents. Conference registrants will include representatives from federal, state, local and tribal governments; private industry; community, non-profit, and civic organizations; and professionals in law, banking, education and many other fields. Under one roof you will find the following attractions:

- Panels of experts
- Roundtable discussions
- A Marketplace of Ideas
- Mobile workshops
- Poster presentations
- A trade show/exhibit hall
- The annual Phoenix Awards presentation

Registration is FREE and open to the public. All registrations are requested in advance of the conference dates. Register online:

www.brownfields2004.org